

General Course Information

Instructor: Bruce McAdams
Email bmcadams@uoguelph.ca
Office Location MACS 204
Office Hours Monday 5 – 6:30 and by appointment
Department/School HFTM

Class Schedule: Lecture: Monday 7:00pm – 8:50 (All students)
Seminars: 01 Tuesday 11:30 – 12:50 ROZH109
02 Tuesday 1:00 – 2:20 ROZH109
03 Thursday 11:30 – 12:50 ROZH107
04 Thursday 1:00 – 2:20 ROZ108

Pre-requisites: None

Restrictions: None

Course Description

This course provides students with an introduction to the many facets and issues of the food-s industry. An overview of the scale, scope, and organization of the industry will be examined and critiqued. An emphasis will be placed on the development and management of resources.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge skills designed to identify and respond to team issues and enhance team performance
2. Communicate effectively through written and oral forms to a variety of audiences
3. Able to demonstrate an understanding of the various segments of the food-service industry.
4. Demonstrate and evaluate the role 'service' plays in hospitality transactions
5. Show an understanding for the irreplaceable role that human capital plays in the industry
6. Research and apply evidence-based research to issues in hospitality
7. Show an understanding of 'sustainability' and how it relates to the food-service industry

Knowledge and Understanding:

The course is designed to:

1. Introduce students to the size and scope of the industry
2. Introduce students to careers in the foodservice industry
3. Present areas of management theory that are commonly used in the industry
4. Present relevant issues facing the foodservice industry in Canada

Discipline/Professional and Transferable Skills:

Students will learn to work in groups and conduct evidence-based research.

Attitudes and Values

e.g. 3) Describe the challenges that managers face in addressing complex problems in a diverse and global context.

Summary of Course Content and Materials

**There are no Thursday seminars on September 5th. Our first class is Monday September 9th at 7pm.

Week One: (Sept 9)

Lecture Topic: Course Orientation, HFTM Survival Tips, The history of restaurants, intro to It's your shift.

Seminar Topic: Food service Industry Overview

Reading & Viewing: As assigned on Courselink

Focus: Get ready for the course

Week Two: (Sept 16)

Lecture Topic: External Customer (Service)

Seminar Topic: Canoe Restaurant (Assignment in Seminar) *5%

Focus: Learning about customer

Reading & Viewing: As assigned in Courselink

Week Three: (Sept 23)

Lecture Topic: The Internal Customer

Seminar Topic: What does an inclusive and healthy workplace look like? (Assignment in Seminar) 5%

Focus: The importance of employees

Readings & Viewing: As assigned in Courselink

Week Four: (Sept 30)

Lecture Topic: Food Systems

Seminar Topic: Dan Barber and a food exercise

Focus: Learning the relationship between food service and our food system

Readings and Viewing: As assigned in Courselink

****WEDNESDAY OCTOBER 2nd, UGSRP Symposium 7:00PM (5 marks bonus)**

Week Five: (Oct 7)

Lecture Topic: The Menu (**20% quiz during class time)

Seminar Topic: The Beverage Industry

Focus: Learning about Menu's

Readings and Viewings: As assigned in Courselink

Week Six: (Oct 14)

Thanksgiving. NO CLASSES OR SEMINARS THIS WEEK

Week Seven: (Oct 21)

Lecture Topic: Food Production

Seminar Topic:

Focus: The nitty gritty of food from back door to the table

Reading and Viewing: As assigned in Courselink

Week Eight: (Oct 28)

Lecture Topic: Sustainability (Planet Bean Guest Lecture TBC)

Seminar Topic: 5%

Focus: Food Service and the Triple Bottom Line

Readings and Viewing: As assigned in Courselink

Week Nine: (Nov 4)

Lecture Topic: Labour Market

Seminar Topic: 5%

Focus: A closer look at the dynamic Canadian tourism labour market

Readings and Viewing: As assigned in Courselink

Week Ten: (Nov 11)

Lecture Topic: Career Panel 5%

Seminar Focus: Bruce Lecture

Focus:

Readings and Viewing: As assigned in Courselink

Week Eleven: (Nov 18)

Lecture Topic: Leadership

Seminar Topic: Schackleton Video 5%

Readings and Viewings: As assigned in Courselink

Week Eleven: (Nov 25)

Lecture Topic: Exam Review

Seminar Topic: No Seminars this week

Focus: Learning about yourself and the industry

Readings and Viewing: As assigned in Courselink

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	30%	Seminar assignments	LO 1 - 7	<i>Week 2,3,8,9,10,11</i>
Assessment 2:	20%	Mid-term quiz	LO 1 - 7	<i>Oct 7 (in class)</i>
Assessment 3:	20%	Research Paper	LO 2-7	<i>Wed Nov 27</i>
Assessment 4:	20%	Final Exam	LO 1-7	<i>TBA</i>
Assessment 5:	10%	<i>It's Your Shift</i>	LO 5	<i>Wed Nov 27</i>
Total	100%			

Teaching and Learning Practices

Lectures The course has two delivery mechanisms. The first is lectures. The second is seminars where student participation is promoted.

Course Resources

Required Text: None

Recommended Text: None

Other Resources: Courselink is populated with many readings, viewings and podcasts. All provided material on Courselink will be on the mid-term and final exam.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 25% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is Wednesday 27, 2019.
For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	